




MEMORANDUM

TO: The Honorable City Council

REVIEWED: Ronald H. Williams, Jr. Deputy City Manager

Leonard M. Newcomb III, CFM, Assistant Director, City Planning
CC TO: Susan Pollock Hart, CFM, Principal Planner, City Planning

George M. Homewood, FAICP, CFM, Director, City Planning 
FROM: Charles Rigney, Director, Economic Development

Granby Development Certificate with waivers to convert the existing 3-story historic warehouse to multi-family residential with 51 dwelling units at 200 E. 22nd Street – The Monument Companies
SUBJECT: Street – The Monument Companies

DATE: May 20, 2016

On the May 24, 2016 Regular Agenda, City Council will be reviewing an application for a Granby Development Certificate to permit the substantial renovation of a three-story, historic warehouse into a 51-unit multi-family building in the G-1 zoning district with three development waivers at 200 E. 22nd Street. The site consists of a vacant warehouse building and is located on the northeast corner of East 22nd Street and the Monticello Avenue service lane directly south of the Norfolk Southern railroad tracks.

A Development Certificate is required for any development or substantial renovation requiring waivers; this application requests the following development waivers: (1) active uses (65% minimum required use of ground floor areas; this block of Monticello Avenue turns into a rarely traveled service lane), (2) transparency (50% minimum requirement along Monticello Avenue; 42.5% transparency is proposed), and (3) lot coverage (80% maximum requirement; building currently covers 100% of the lot).

The proposed reuse of the structure is consistent with *plaNorfolk2030*, which designates this site as Multi-Family Residential. The Healthy and Vibrant Neighborhoods chapter of *plaNorfolk2030* calls for the city to promote the transition of the Monticello-Granby Corridor to a higher intensity mix of development types. It further calls for the city to ensure that new development projects provide an active streetscape by providing first floor active uses, façades built to the right-of-way

line, and at least 50% first floor transparency. However, no new buildings are proposed for the site, and the proposed adaptive reuse and rehabilitation of the existing building is not considered new development.

Since granting the proposed waivers will permit the project to move forward without requiring alterations to the exterior of the building, approval of the waivers should allow the project to remain eligible for historic tax credits under the National Park Service (NPS)/Virginia Department of Historic Resources (VDHR) guidelines. Granting the waivers could also save the 96-year-old structure from eventual demolition. Given that the proposal would substantially improve a currently vacant historic structure, staff recommends **approval** of all three waivers.

The Planning Department received a letter of support from the Ghent Business Association. The Planning Department also received a letter of concern from a representative of Coca-Cola Bottling Company Consolidated ("Coke") in March. Coke raised several concerns with how the proposed residential community would have difficulty safely integrating within an active industrial complex without affecting Coke's business operations and general liability. Several meetings between City staff, Coke, and the Monument Companies subsequently took place following the March letter and prior to the April 28th Planning Commission public hearing.

On April 28, 2016, a duly advertised public hearing was held, at which the applicant and the representative for Coke provided comments. The Monument and Coke representatives stated that the parties have made tremendous progress in working towards solutions for the co-location of these uses. The Coke representative stated that Coke was assuming a stance of neutrality at that point, pending the finalization of a business transaction amongst several parties that appeared to be forthcoming and possibly able to satisfy all parties, however reserved the right to object should the business transactions with unnamed third parties not be concluded satisfactorily. The representative for the Monument Companies concurred with these remarks and requested action be taken by the Planning Commission at that meeting. The City Planning Commission voted **6 to 1** to recommend **approval** of the application. The dissenting vote was based on concerns raised by the Planning Commission Chair, Mr. Fraley, who felt that even with both parties agreeing that a solution is seemingly forthcoming, there were still unresolved issues between the parties, and absent a formal agreement the potential for conflicts was still an unresolved issue.

Coke is an important business partner of the City, one that the City wants to retain. Staff from both Economic Development and City Planning have endeavored to ensure that Coke and the proposed residential development can coexist compatibly in this location.

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